

ANNUAL CALENDAR OF MAJOR EVENTS

JANUARY:

Youth Basketball Clinic
Youth Monthly Birthday Parties
Movie Nights at Recreation Services

FEBRUARY:

Liberty Zone Super Bowl Party
Black History Sports Event
Youth T-Ball League

MARCH:

Basketball Madness

APRIL:

Month of the Military Child Luncheon
Spring Break Camp at Youth Center
Easter Egg Roll
Teen Scavenger Hunt

MAY:

Travel Expo / Fitness Analysis
Health, Nutrition and Fitness Fair

JUNE:

Parents' Night Out at Youth Center
Youth Center Summer Camp
America's Kids Run

JULY:

Independence Day 5K Run
Fourth of July Freedom Fest

AUGUST:

Youth Center Soccer League
Navy Night at the Baysox
Liberty Zone End of Summer BBQ
Child-Youth Programs End of Summer Bash

SEPTEMBER:

Labor Day 5K Run

OCTOBER:

Child Development Center Harvest Fest
Teen Trip – 6 Flags
Liberty Zone Oktoberfest
Youth Center Family Fall Festival

NOVEMBER:

Military Family Appreciation Week
Turkey Trot 5K Run
Youth Center Parents' Night Out
Teen Field Trip

DECEMBER:

Liberty Zone Holiday Party
Santa Visits in Base Housing
Youth Center Holiday Family Gala
Youth Center Winter Break Camp
Teen Field Trip



MWR ANNAPOLIS DEMOGRAPHICS

There are more than 6700 active duty, (including USNA Midshipmen and drilling reservists and tenant commands), 2200 civilian employees, 900 DoD contractors and almost 5000 family members who are eligible to use MWR programs at NSA Annapolis. Add to this a retiree population of almost 55,000 within a 20-mile radius of Annapolis and the potential for exposure is tremendous.

WHO ARE WE?

Naval Support Activity Annapolis is a Command of Naval District Washington and provides base operating support and security for the Annapolis Area Complex which includes the U.S. Naval Academy, right in the heart of Annapolis – the sailing capital of the world!

MWR Annapolis operates recreation and leisure, child-youth, lodging and dining facilities on board Naval Support Activity Annapolis.

FACILITIES:

Annapolis Campground
Auto Skills Shop
Car Wash
Child Development Center and Annex
Child Development Home Program
Carr Creek Marina
Mill Creek Pier, Slips and Pavilion
Information, Tickets & Travel Office
Liberty Zone (Single Active Duty)
Bay and Retelle Party Rooms
North Severn and Retelle Beach Pavilion
Billy the Kid Youth Center
Outdoor Recreation Equipment Rentals
Fitness Center, Recreation Services Bldg. #89
South Severn Swimming Pool



October 2014



MWR Annapolis Guide to . . .

COMMERCIAL SPONSORSHIP

at the Annapolis Area Complex
Naval Support Activity Annapolis
U.S. Naval Academy

OPPORTUNITIES

. . . . produced by:

Fleet & Family Readiness Marketing Dept.
Naval Support Activity Annapolis
410-293-9206

INTRODUCTION

Thank you for your interest in the Navy's Commercial Sponsorship Program at Naval Support Activity Annapolis. Your investment can be a vital part of the future of Morale, Welfare and Recreation Department programs at NSA Annapolis.

Commercial Sponsorship is the act of providing assistance, whether it be funding (monies) or in-kind (goods, equipment or services) or a combination of cash, goods and services to an MWR program or an MWR-hosted event or activity by an individual, agency, association, non-profit, company or corporation, or other entity (sponsor) for a specific (limited) period of time in return for public recognition and / or promotional consideration.

Sponsorship enhances production and increases patronage of MWR programs and events and provides the sponsor increased recognition by the military market. There are upwards of 2100 military, 2200 civilian personnel, 900 Department of Defense contractors and approximately 5000 family members throughout the Annapolis Complex, not counting the thousands of retirees in the surrounding areas who are eligible to use Morale, Welfare and Recreation programs that include sports, community and special events, child and youth activities and a multitude of leisure pastimes.

WHAT ARE MWR PROGRAMS

MWR Annapolis promotes positive, healthy and active recreational and leisure events and programs for service members, USNA Midshipmen, retired military, active reservists, Department of Defense civilian employees and all family members as well as DoD contractors at the Annapolis Area Complex.

SPECIAL EVENTS

Annually the Easter Egg Roll and Fourth of July Freedom Fest events are well received at NSA Annapolis.

Comics on Duty, supported by BIG NAVY, makes a stop at Annapolis on occasion and provides an avenue for sponsor recognition with this widely acclaimed and very funny show!

SPORTS

Every day, hundreds of Annapolis Area Complex individuals participate in some form of physical fitness or sports activity. Customers enjoy use of the Fitness Center, ball fields and other fitness services. Seasonally themed 5K Runs are hosted throughout the year.

COMMUNITY PROGRAMS

The annual Health, Nutrition and Fitness Fair, the Information, Tickets and Travel Show / EXPO and the Fourth of July Freedom Fest are three of the main headliners drawing crowds from 300 to 500+.

YOUTH ACTIVITIES

Programming special activities and sports for young people is vitally important to the physical and mental well-being of our military families. Group social activities, summer camps, sports, instructional classes and seasonal events are some of the opportunities that present themselves at NSA Annapolis.

PROCEDURES AND SPONSOR BENEFITS?

Commercial sponsorship can be established through solicited or unsolicited procedures. In both cases, a sponsorship agreement outlining sponsor and MWR Annapolis responsibilities must be completed and signed to be in effect.

Under the solicited program, MWR Annapolis will announce upcoming events in an effort to seek sponsorship by various commercial companies (except alcohol and tobacco).

Unsolicited commercial sponsorship proposals can be submitted by interested sponsors at any time by contacting:

Fleet and Family Readiness Marketing
89 Bennion Road
NSA Annapolis, MD 21402
410-293-9206 / FAX: 410-293-3034
donna.ruokonon@navy.mil

Sponsors' promotional opportunities vary with the level of sponsorship and can range from:

- Event title recognition
- Promotional sampling opportunities
- On-site product displays and promotions
- Sponsor name / logo on promotional giveaways, publicity
- Sponsor logo on posters, banners, etc
- Base and local community press releases
- Press releases distributed to military and trade publications
- Public announcements at event
- On-site signage

Appropriate disclaimers are required in any public recognition: "The Navy does not endorse any company, sponsor or their products or services."



SPONSORSHIP INFORMATION ONLINE

Commander Navy Installation Command
MWR Annapolis Commercial Sponsorship

http://www.cnic.navy.mil/regions/ndw/installations/nsa_annapolis/ffr/about_fleet_and_family_readiness/commercial_sponsorship.html

<http://www.facebook.com/FFRAnnapolis>